

ORDINANCE NO. _____

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY
OF SUNNYVALE AMENDING PORTIONS OF CHAPTER
19.12 AND CHAPTER 19.44 OF THE SUNNYVALE
MUNICIPAL CODE RELATED TO ZONING DEFINITIONS
AND SIGN REGULATIONS**

THE CITY COUNCIL OF THE CITY OF SUNNYVALE DOES ORDAIN AS
FOLLOWS:

SECTION 1. SECTION 19.12.130 "L" AMENDED. Section 19.12.130 "L" of the
Sunnyvale Municipal Code is hereby amended as follows:

Section 19.12.130 "L"

- (1) – (8) [Text Unchanged]
- (9) "Logo" means a distinctive graphic symbol, ~~other than stylized script or~~
~~lettering,~~ identifying a use, product or company.
- (10) – (14) [Text Unchanged]

SECTION 2. SECTION 19.12.130 "M" AMENDED. Section 19.12.130 "M" of the
Sunnyvale Municipal Code is hereby amended as follows:

Section 19.12.140 "M"

- (1) – (4) [Text Unchanged]
- (5) "Multi-Tenant" means multiple businesses or franchises on a lot, including
separate service businesses that are not dependent on the sale of goods from other
businesses on-site.

SECTION 3. SECTION 19.44.020 AMENDED. Section 19.44.020 of the Sunnyvale
Municipal Code is hereby amended as follows:

Section 19.44.020 Types of signs and related regulations.

- (1) Address Sign. The official street address of a building or part thereof,
consisting of numbers alone or numbers and the street name. Address signs in
conformance with Section 19.44.110 are required for each ground sign established
pursuant to Section 19.44.140(c). Address signs with copy height no less than
~~four~~six inches and no greater than two feet are exempt from the regulations set
forth in this chapter.
- (2) – (31) [Text Unchanged]
- (3) "Large Inflatable Object" means a balloon or other object that is inflated
with air and exceeds 14 inches in any dimension when inflated.
- (32) – (70) [Renumbered consecutively as (33) – (71)] [Text Unchanged]

SECTION 4. SECTION 19.44.110 AMENDED. Section 19.44.110 of the Sunnyvale Municipal Code is hereby amended as follows:

Section 19.44.110 General requirements for signs.

(a) [Text Unchanged]

(b) Address Sign Required. Each ground sign established pursuant to Section 19.44.140 shall incorporate the official street address of all uses on the property. The address numbers shall be at the top of the proposed ground sign. If a ground sign has not been established, addresses shall be displayed on the building. The street address may consist of numbers alone or numbers and the street name. The copy height of address signs shall be no less than ~~four~~six inches and no more than two feet. Address signs in conformance with Section 19.44.020 shall not be included in calculations of sign area.

(c) – (f) [Text Unchanged]

SECTION 5. SECTION 19.44.120 AMENDED. Section 19.44.120 of the Sunnyvale Municipal Code is hereby amended as follows:

Section 19.44.120 Temporary commercial signs.

A temporary commercial sign is not permitted on property zoned exclusively for residential use. On any commercially zoned lot or any lot in any nonresidential zone for which a discretionary zoning permit has been issued for a commercial use, a temporary commercial sign may be permitted subject to the following:

(a) [Text Unchanged]

(b) Frequency. No more than ~~eight~~nine temporary sign permits shall be issued per calendar year for any business.

(c) Duration. A temporary sign permit is valid for nine consecutive days, or in the event of a grand opening, for sixteen consecutive days. Large inflatable objects are allowed only for grand openings for a maximum of sixteen consecutive days. More than one temporary sign permit may be issued simultaneously, provided that signs are not displayed for more than thirty consecutive days or more than sixty days per calendar year. Permanent unenclosed uses may display temporary signage for not more than 80 days per calendar year.

(d) – (i) [Text Unchanged]

SECTION 6. SECTION 19.44.140 AMENDED. Section 19.44.140 of the Sunnyvale Municipal Code is hereby amended by modifying Section I(A) of Table 19.44.140(b)(1) as follows:

TABLE 19.44.140(b)(1)
Wall Signs Area Regulations¹

I. NONRESIDENTIAL USE IN A NONRESIDENTIAL ZONING DISTRICT		
(A) Main Identification Sign.		
Length of the Tenant Frontage (where sign will be displayed)	Maximum Sign Area (ratio of sign area to tenant frontage)	Other Regulations
0—50 ft.	.66 s.f.: 1 linear ft.	Allow minimum 25 s.f. per business, regardless of tenant frontage. <u>Major tenants shall get a 50 s.f. bonus. No sign shall exceed 250 s.f. in area.</u>
51—200 ft.	.50 s.f.: 1 linear ft.	Allow minimum 33 s.f. per business, regardless of tenant frontage.
		Allow each major tenant an additional 25 s.f. over the permitted sign area, if sign is set back 175 ft. or more from a public right-of-way, up to a total of one hundred s.f.
200+ ft.	.40 s.f.: 1 linear ft.	Allow minimum one hundred s.f. per business, regardless of tenant frontage.
		Allow each major tenant an additional 25 s.f. over the permitted sign area, if sign is set back 175 ft. or more from a public right-of-way. Irrespective of floor area, tenant frontage, and setback distance, no sign shall exceed 150 s.f.
(B) Secondary Wall Sign Area.	Maximum of 12 sq. ft.	
(C) Sign Length.	Maximum 2/3 of tenant frontage.	

[All other sections of Table 19.44.140(b)(1) remain unchanged]

SECTION 7. SECTION 19.44.140 AMENDED. Section 19.44.140 of the Sunnyvale Municipal Code is hereby amended by modifying Table 19.44.140(b)(2) as follows:

TABLE 19.44.140(b)(2)
Wall Sign Copy and Logo Regulations

(A) COPY REGULATIONS¹		
I. NONRESIDENTIAL USE IN NONRESIDENTIAL ZONING DISTRICTS.		
Floor Area of Business:	Sign Setback Distance Behind the Public Right-of-Way Is:	Maximum Copy Height Is:
Less than 10,000 sq. ft.	0— 15 ft.	1.5 ft.
	16+ ft.	2.0 ft.
10,000 sq. ft. or more	0— 15 ft.	1.5 ft.
	16— 69 ft.	2.0 ft. 3.0 ft.
	70 — 174 ft. 70 ft. +	2.5 ft. Unlimited
	175 — 249 ft.	3.0 ft.
	250 — 299 ft.	3.5 ft.
	300+ ft.	4.0 ft.
II. NONRESIDENTIAL USE, IN RESIDENTIAL, R-2(O) and R-4(O) ZONING DISTRICTS:		Maximum copy height is 1 ft.
III. RESIDENTIAL USE:		No restrictions apply to copy height of wall signs.
IV. SECONDARY WALL SIGN:		No restrictions on copy height in any zoning district.
(B) LOGO REGULATIONS		
(1) Logo may be detached from other sign copy, but must be mounted on the same building elevation.		
(2) Logo is counted in the wall sign area.		
(3) Logos shall not be included in calculations of copy height.		
(4) Height and length dimensions are not regulated on single-tenant buildings.		
(5) Length dimensions are not regulated for logos on multiple-tenant buildings.		
(6) Height dimensions for logos on multiple-tenant buildings are limited to the maximum copy height, except that 4 ft. high logos are allowed for each business with 3,000 sq. ft. or more of floor area for minor tenants and are unlimited for major tenants.		

¹ When copy with both upper case and lower case letters is used, the letters g, j, p, q or y may extend below the line of copy, provided that the individual letters do not exceed the maximum copy height allowed.

SECTION 8. SECTION 19.44.140 AMENDED. Section 19.44.140 of the Sunnyvale Municipal Code is hereby amended by modifying Section I of Table 19.44.140(c) as follows:

TABLE 19.44.140(c)
Ground Sign Regulations

I. NONRESIDENTIAL USE IN A NONRESIDENTIAL ZONING DISTRICT			
(A) Sign Area and Setback Distance:			
If Information on the Ground Sign Will Consist Of:	The Maximum Sign Area¹ Is:		And the Minimum Setback Distance Behind the Public Right-of-Way Is:
	<u>Signs Adjacent to El Camino Real in the Precise Plan for El Camino Real</u>	<u>All other ground signs</u>	
One tenant name and/or a center name, or an address only	<u>50 s.f. per sign face (100 s.f. total sign area)</u>	<u>40 s.f. per sign face (80 s.f. total sign area)</u>	1 ft.
	<u>-OR-</u>		10 ft.
	<u>60 s. f. per sign face (120 s.f. total sign area)</u>	<u>50 s. f. per sign face (100 s.f. total sign area)</u>	
Two or more tenant names, with or without a center name	<u>60 s.f. per sign face (120 s.f. total sign area)</u>	<u>40-50 s.f. per sign face (80-100 s.f. total sign area)</u>	1 ft.
	<u>-OR-</u>		10 ft.
	<u>60-70 s.f. per sign face (120-140 s.f. total sign area)</u>	<u>60 s.f. per sign face (120 s.f. total sign area).</u>	
	<u>-OR-</u>		<u>30 ft.</u>
	<u>80 s.f. per sign face (160 s.f. total sign area)</u>		
(B) Sign Height:	The maximum ground sign height is 10 ft., except for properties located within the El Camino Real Precise Plan which have a <u>maximum ground sign height of 15 ft. for ground signs placed along El Camino Real.</u>		
(C) Copy:	Maximum copy height is 20 inches.		

[All other sections of Table 19.44.140(c) remain unchanged]

SECTION 9. EXEMPTION FROM CEQA. The City Council finds, pursuant to Title 14 of the California Code of Regulations, Section 15061(b)(3), that this ordinance is exempt from the requirements of the California Environmental Quality Act (CEQA) in that it is not a Project which has the potential for causing a significant effect on the environment. The Council therefore directs that a Notice of Exemption be filed with the Santa Clara County Clerk in accordance with Section 14 of the Sunnyvale Guidelines for the implementation of CEQA.

SECTION 10. EFFECTIVE DATE. This ordinance shall be in full force and effect thirty (30) days from and after the date of its adoption.

SECTION 11. POSTING AND PUBLICATION. The City Clerk is directed to cause copies of this ordinance to be posted in three (3) prominent places in the City of Sunnyvale and to cause publication once in The Sun, the official newspaper of the City of Sunnyvale, of a notice setting forth the date of adoption, the title of this ordinance, and a list of places where copies of this ordinance are posted, within fifteen (15) days after adoption of this ordinance.

Introduced at a regular meeting of the City Council held on _____, 2005, and adopted as an ordinance of the City of Sunnyvale at a regular meeting of the City Council held on _____, 2005, by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST:

APPROVED:

City Clerk
(SEAL)

Mayor